

What is claimed is:

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1. An item combination presenting apparatus for presenting an item combination proposal to a terminal device connected to a network, characterized by comprising:

accumulating means for accumulating plural pieces of item information corresponding to information on items, plural pieces of item attribute information corresponding to attribute information including selection standards of the item information, plural pieces of space information corresponding to information representing a space in which items are arranged, and plural pieces of space attribute information corresponding to attribute information representing selection standards of the space information;

searching means for searching, in response to a request for specifying space attribute information input from a terminal device, space information having space attribute information thus specified and item information having the same item attribute information as the space attribute information from the space information and the item information accumulated in said accumulating means;

calculating means for calculating, on the basis of the item information and the space information searched by said searching means, item combination arrangement information representing the arrangement of the item information in the space information; and

transmitting means for transmitting the item combination arrangement information thus calculated by said calculating means to the terminal device.

2. The item combination presenting apparatus as claimed in claim 1, wherein the item combination arrangement information contains item purchase information with which the item concerned can be purchased from said terminal device via the network, and said accumulating means accumulates as purchase record information an item record representing purchase of an item from said terminal device, and a user attribute representing the attribute of a user who purchases the item concerned.

3. The item combination presenting apparatus as claimed in claim 2, wherein when user attribute information is input from said terminal device, said searching means searches purchase record information having user attribute information meeting input user attribute information from the purchase record information accumulated in said accumulating means to search from the purchase record information item information to which purchase has been frequently recorded.

4. The item combination presenting apparatus as claimed in claim 1, further including receiving means for receiving regulated space information representing a space which is transmitted from said terminal device and regulated by a user, wherein said calculating means adds the regulated space information received by said receiving means to the space

Information accumulated in said accumulating means to calculate the item combination arrangement information.

5. An item combination presenting method for presenting an item combination proposal to a terminal device connected to a network, characterized in that plural pieces of item information corresponding to information on items, plural pieces of item attribute information corresponding to attribute information representing selection standards of the item information, plural pieces of space information corresponding to information representing a space in which items are arranged, and plural pieces of space attribute information corresponding to attribute information representing selection standards of the space information are accumulated, in response to a request for specifying space attribute information input from a terminal device, space information having space attribute information thus specified and item information having the same item attribute information as the space attribute information are searched from the space information and the item information thus accumulated, on the basis of the item information and the space information thus searched, item combination arrangement information representing the arrangement of the item information in the space information is calculated, and the item combination arrangement information thus calculated is transmitted to the terminal device.

6. The item combination presenting method as claimed in

claim 5, wherein the item combination arrangement information transmitted to said terminal device contains item purchase information with which the item concerned can be purchased through said terminal device on the network, and item purchase record representing purchase of an item from said terminal device and user attribute representing the attribute of a user who purchases the item concerned are accumulated as purchase record information.

7. The item combination presenting method as claimed in claim 5, wherein when user attribute information is input by said terminal device, the purchase record information having the user attribute information meeting the user attribute information input is detected from the purchase record information accumulated, and item information having a high purchase record is searched from the purchase record information.

8. The item combination presenting method as claimed in claim 5, wherein regulated space information which is transmitted from said terminal device and represents a space regulated by the user is received and the regulated space information thus received is added to the space information accumulated to calculate the item combination arrangement information.

9. An item combination presenting system in which an item presenting terminal device for presenting items, an item

combination presenting device for presenting to a terminal device an item combination proposal of the items presented from the item presenting terminal device, and a terminal device for presenting the item combination proposal presented from the item combination presenting device to a user are connected to one another via a network, characterized in that: said item presenting terminal device includes first transmitting means for transmitting item information corresponding to information on items the combination of which the item combination presenting device presents, and item attribute information corresponding to attribute information representing selection standards of the item information; said item combination presenting device includes first reception means for receiving the item information and the item attribute information transmitted by said first transmitting means of the item presenting terminal device, accumulating means for accumulating plural pieces of item information and item attribute information received by said first reception means, plural pieces of space information corresponding to information representing a space in which items are arranged, and plural pieces of space attribute information corresponding to attribute information representing selection standards of the space information, searching means for searching, in response to a request for specifying space attribute information input from a terminal device, space information having space attribute information thus specified

and item information having the same item attribute information as the space attribute information from the space information and the item information accumulated in said accumulating means, calculating means for calculating, on the basis of the item information and the space information searched by said searching means, item combination arrangement information representing the arrangement of the item information in the space information, and second transmitting means for transmitting the item combination arrangement information thus calculated by said calculating means to the terminal device; and said terminal device includes input means for receiving the request for specifying the space attribute information, second reception means for receiving item combination information transmitted from said second transmitting means of said item combination presenting device, and display means for displaying the item combination information received by said second reception means.

10. The item combination presenting system as claimed in claim 9, wherein said calculating means of said item combination presenting apparatus adds the item combination arrangement information thus calculated with item selling information for selling the item concerned on the network, and said terminal device includes item purchasing means for accessing the item selling information added to the item combination arrangement information to purchase the item.

11. The item combination presenting system as claimed in claim 10, wherein said accumulating means of said item combination presenting apparatus accumulates as purchase record information the purchase record of an item purchased by said item purchasing means and transmitted to said item combination presenting apparatus, and user attribute information representing the attribute of a user who purchases the item concerned.

12. The item combination presenting method as claimed in claim 11, wherein said searching means of said item combination presenting apparatus detects the purchase record information having the user attribute information meeting the input user attribute information from said terminal device from the purchase record information accumulated in said accumulating means, and searches item information having a high purchase record from the purchase recording information.

13. The item combination presenting system as claimed in claim 10, wherein said item combination presenting apparatus includes receiving means for receiving regulated space information representing a space regulated by a user, which is input from said terminal device, and said calculating means adds the regulated space information received by said receiving means to the space information accumulated in said accumulating means to calculate the item combination arrangement information.

14. An item combination presenting method in which an item presenting terminal device for presenting items, an item combination presenting device for presenting to a terminal device an item combination proposal of the items presented from the item presenting terminal device, and a terminal device for presenting the item combination proposal presented by the item combination presenting method to a user are connected to one another through a network, characterized in that: said item presenting terminal device transmits item information corresponding to information on items the combination of which said item combination presenting device presents, and item attribute information corresponding to attribute information representing selection standards of the item information; said item combination presenting device receives the item information and the item attribute information transmitted by said item presenting terminal device, and accumulates plural pieces of item information and item attribute information received, plural pieces of space information corresponding to information representing a space in which items are arranged, and plural pieces of space attribute information corresponding to attribute information representing selection standards of the space information; and said terminal device receives a request for specifying the space attribute information, wherein the item combination presenting device searches, in response to a request for specifying the space attribute information



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input from the terminal device, the space information having the space attribute information specified from the space information and the item information accumulated, and the item information having the same item attribute information as the space attribute information, calculates, on the basis of the item information and the space information searched, item combination arrangement information representing the arrangement of the item information in the space information, and transmits the item combination arrangement information thus calculated to said terminal device, and said terminal device receives the item combination information transmitted from said item combination presenting device and displays the item combination information thus received.

15. The item combination presenting method as claimed in claim 14, wherein said item combination presenting apparatus adds the item combination arrangement information thus calculated with item selling information for selling the item concerned on the network, and said terminal device accesses the item selling information added to the item combination arrangement information to purchase the item.

16. The item combination presenting method as claimed in claim 15, wherein said item combination apparatus accumulates as purchase record information the purchase record of an item purchased by said terminal device which is transmitted to said item combination presenting apparatus, and user attribute

information representing the attribute of a user who purchases the item concerned.

17. The item combination presenting method as claimed in claim 15, wherein said item combination presenting apparatus detects, from the accumulated purchase record information, purchase record information having user attribute information meeting user attribute information input from said terminal device, and searches item information having a high purchase record from the purchase record information.

18. The item combination presenting method as claimed in claim 13, wherein said item combination presenting device receives regulated space information representing a space regulated by a user, which is input from said terminal device, and adds the regulated space information thus received to the accumulated space information to thereby calculate the item combination arrangement information.

19. An item combination presenting system in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by the item presenting terminal device to a terminal device, and a terminal device for presenting the item combination proposal presented by the item combination presenting device to a user are connected to one another through a network, characterized in that: said item presenting terminal device includes first transmitting means

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for transmitting information of items for which a combination is presented in the item combination presenting device, and item attribute information corresponding to attribute information containing a selection standard of the item; said item combination presenting device includes registering means for registering as combination-presented items transmitted from said first transmitting means of said item presenting terminal device, first receiving means for receiving the item information and the item attribute information transmitted by the first transmitting means of the item presenting terminal device, accumulating means for accumulating plural pieces of item information and item attribute information received by the first receiving means, plural pieces of space information corresponding to information representing a space in which items are arranged, and plural pieces of space attribute information corresponding to attribute information representing selection standards of the space information, searching means for searching, in response to a request for specifying space attribute information input from the terminal device, the space information having the space attribute information thus specified and the item information having the same item attribute information as the space attribute information from the space information and the item information accumulated in the accumulation means, priority order determining means for determining a priority order so that an item registered by said

registering means of said item combination presenting device whose registration charge is high in the items having the item information searched by the searching means is preferentially selected for an item combination to be presented to said terminal device, calculation means for calculating item combination arrangement information when the item represented by the item information is arranged in the space represented by the space information, on the basis of the item information and the space information searched by the searching means according to the priority order determined by said priority order determining means, and second transmitting means for transmitting the item combination arrangement information calculated by the calculating means to said terminal device; and said terminal device includes input means for receiving a request for specifying space attribute information, second receiving means for receiving the item combination information transmitted from said second transmitting means of said item combination presenting device, and display means for displaying the item combination information received by said second receiving means.

20. The item combination presenting system as claimed in claim 18, wherein said calculating means of said item combination presenting device adds the item combination arrangement information calculated with item selling information for selling the item concerned on the network, and

~~Said terminal device includes item purchasing means for accessing the item selling information added to the item combination arrangement information to purchase the item.~~

21. The item combination presenting system as claimed in claim 20, wherein said accumulating means of said item combination presenting device accumulates as purchase record information the purchase record of an item purchased by said terminal device and the user attribute information representing the attribute of a user who purchases the item concerned, detects, from the purchase record information accumulated in said accumulation means, the purchase record information having the user attribute information meeting the user attribute information input from said terminal device, and searches from the purchase record information an item having high purchase record information.

22. The item combination presenting system as claimed in claim 21, wherein said item combination presenting device includes third receiving means for receiving regulated space information representing a space regulated by a user, which is transmitted from said terminal device, and said calculating means adds the regulated space information received by said third receiving means to the space information accumulated in said accumulating means to thereby calculate the item combination arrangement information.

23. The item combination presenting system as claimed

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In claim 19, wherein said priority order determining means of said item combination presenting device determines the priority order of items registered by said registering means so that the items are preferentially adopted for an item combination to be presented to said terminal device in response to an access from a terminal device in a prescribed time band, and said calculating means calculates the item combination in accordance with the priority order determined by said priority order determining means when an access is made in the prescribed time band from said terminal device.

24. An item combination presenting method in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by the item presenting terminal device to a terminal device, a terminal device for presenting the item combination proposal presented by the item combination device to a user are connected to one another through a network, characterized in that: the item presenting terminal device transmits the item information of the item concerned and the item attribute information representing the selection standard of the item as the item for which the combination is presented in said item combination presenting device; the item combination presenting device receives the item information and the item attribute information transmitted from the item presenting terminal device, accumulates plural pieces of item



25. The item combination presenting method as claimed in claim 24, wherein said item combination presenting device adds the calculated item combination arrangement information with item selling information for selling the item concerned on the network, and said terminal device accesses the item selling information added to the item combination arrangement information to purchase the item.

26. The item combination presenting method as claimed in claim 25, wherein said item combination presenting device accumulates as purchase record information the purchase record of an item purchased by said terminal device, and user attribute information representing the attribute information of a user who purchases the item concerned, detects from the accumulated purchase record information the purchase record information having the user attribute information meeting the user attribute information representing the attribute of the user which is input from said terminal device, and searches from the purchase record information an item having highly-frequent purchase record information.

27. The item combination presenting method as claimed in claim 24, wherein said item combination presenting device receives regulated space information representing a space regulated by a user from said terminal device, and adds the received regulated space information to the accumulated space information to calculate the item combination arrangement



information.

28. The item combination presenting system as claimed in claim 24, wherein said item combination presenting device determines the priority order of registered items so that the items are preferentially adopted for an item combination to be presented to said terminal device in response to an access from said terminal device in a prescribed time band, and said terminal device calculates the item combination in accordance with the priority order thus determined when an access is made from said terminal device in the prescribed time band.

29. An item combination presenting apparatus for presenting an item combination proposal to a terminal device connected thereto through a network, characterized by including:

accumulating means for accumulating plural pieces of item information corresponding to information on items, plural pieces of item attribute information corresponding to attribute information representing the selection standards of the item information, plural pieces of target item information corresponding to information representing target items arranged simultaneously with the items, and plural pieces of target item attribute information corresponding to attribute information representing the selection standards of the target items;

searching means for searching, in response to a request

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for specifying target item attribute information input from said terminal device, the target item information having the specified target item attribute information and the item attribute information containing the target item attribute information from the target item information and the item information accumulated in said accumulating means;

calculating means for calculating item combination arrangement information when the item having the item information and the target item having the target item information are simultaneously arranged, on the basis of the item information searched by said searching means and the target item information searched by said searching means; and

transmitting means for transmitting the item combination arrangement information calculated by the calculating means to the terminal device.

30. The item combination presenting apparatus as claimed in claim 29, wherein the item combination arrangement information contains item purchase information with which the item concerned can be purchased through said terminal device on the network, and said accumulating means accumulates, as purchase record information, item purchase record indicating purchase of an item from said terminal device and user attribute information representing the attribute of a user purchasing the item.

31. The item combination presenting apparatus as claimed

in claim 30, wherein when user attribute information is input from said terminal device, said searching means searches purchase record information having user attribute information meeting input user attribute information from the purchase record information accumulated in said accumulating means to search item information having a highly-frequent purchase record from said purchase record information.

32. The item combination presenting apparatus as claimed in claim 29, wherein said item combination presenting apparatus includes receiving means for receiving regulated target item information representing a target item regulated by a user, which is transmitted from said terminal device, and said calculating means adds the target item information accumulated in the accumulating means with the regulated target item information received by said receiving means to calculate the item combination arrangement information.

33. An item combination presenting method for presenting an item combination proposal to a terminal device connected through a network, characterized in that plural pieces of item information corresponding to information on items, plural pieces of item attribute information corresponding to attribute information representing the selection standards of the item information, plural pieces of target item information corresponding to information representing target items arranged simultaneously with the items, and plural pieces of

target item attribute information corresponding to attribute information representing the selection standards of the target items are accumulated; in response to a request for specifying target item attribute information input from the terminal device, the target item information having the specified target item attribute information and the item information having item attribute information contained in the target item attribute information are searched from the target item information and the item information accumulated; item combination arrangement information when the item having the item information and the target item having the target item information are simultaneously arranged is calculated on the basis of the item information and the target item information thus searched; and the item combination arrangement information thus calculated is transmitted to the terminal device.

34. The item combination presenting method as claimed in claim 33, wherein the calculated item combination arrangement information contains item selling information for selling the item concerned through said terminal device on the network, and accumulates as purchase record information an item purchase record indicating purchase of an item from said terminal device, and user attribute information representing the attribute of a user purchasing the item concerned.

35. The item combination presenting method as claimed in claim 34, wherein when user attribute information is input

by said terminal device, said item combination presenting device detects the purchase record information having the user attribute information meeting the input user attribute information from the purchase recording information accumulated and searches an item having highly-frequent purchase record information from the purchase record information concerned.

36. The item combination presenting method as claimed in claim 33, wherein said item combination presenting device receives regulated target item information representing a target item regulated by a user, which is transmitted from said terminal device, and adds the received regulated target item information to the space information accumulated to calculate the item combination arrangement information.

37. An item combination presenting system in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by the item presenting terminal device to a terminal device, and a terminal device for presenting the item combination proposal presented by the item combination presenting device to a user are connected to one another through a network, characterized in that: said item presenting terminal device includes first transmitting means for transmitting item information corresponding to information on items for which a combination is presented by

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said item combination presenting device, and item attribute information corresponding to attribute information representing selection standards of the item information; said item combination presenting device includes first receiving means for receiving the item information and the item attribute information transmitted by first transmitting means of said item presenting terminal device, accumulating means for accumulating plural pieces of item information and plural pieces of item attribute information received by said first receiving means, plural pieces of target item information corresponding to information representing target items arranged simultaneously with the items, and plural pieces of target item attribute information corresponding to attribute information representing selection standards of the target item information, searching means for searching, in response to a request for specifying target item attribute information input said the terminal device, the target item information having the specified target item attribute information and the item information having the item attribute information contained in the target item attribute information from the target item information and the item information accumulated in said accumulating means, calculating means for calculating item combination arrangement information when the item having the item information and the target item having the target item information are simultaneously arranged, on the basis of the

item information searched by the searching means and the target item information searched by the searching means, and second transmitting means for transmitting the item combination arrangement information calculated by said calculating means to said terminal device; and said terminal device includes input means for receiving the request for specifying the target item attribute information, second receiving means for receiving the item combination information transmitted from said second transmitting means of said item combination presenting device, and display means for displaying the item combination information received by said second receiving means.

38. The item combination presenting system as claimed in claim 37, wherein said calculating means of said item combination presenting device adds the item combination arrangement information calculated with item selling information for selling the item concerned on the network, and said terminal device includes item purchasing means for accessing the item selling information added to the item combination arrangement information to purchase the item.

39. The item combination presenting system as claimed in claim 38, wherein said accumulating means of said item combination presenting device accumulates as purchase record information the purchase record of an item purchased by said item purchasing means which is transmitted to said item combination presenting device, and attribute information

representing the attribute of a user who purchases the item concerned.

40. The item combination presenting system as claimed in claim 39, wherein when user attribute information is input from said terminal device, said searching means detects the purchase record information having the user attribute information meeting input user attribute information from the purchase record information accumulated by said accumulating means, and searches item information having a highly frequent purchase record from the purchase record information concerned.

41. The item combination presenting system as claimed in claim 37, wherein said item combination presenting device includes receiving means for receiving regulated target item information representing a target item regulated by a user which is input from said terminal device, and said calculating means adds the regulated target item information received by said receiving means to the target item information accumulated in said accumulating means to calculate the item combination arrangement information.

42. An item combination presenting method in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by the item presenting terminal device to a terminal device, and a terminal device for presenting the item combination proposal presented by the





item information on the basis of the item information and the target item information searched, and transmits the item combination arrangement information thus calculated to the terminal device; and the terminal device receives the item combination information transmitted from the item combination presenting device, and displays the item combination information received.

43. The item combination presenting method as claimed in claim 42, wherein said item combination presenting device adds the item combination arrangement information calculated with item selling information for selling the item concerned on the network, and said terminal device accesses the item selling information added to the item combination arrangement information to purchase the item.

44. The item combination presenting method as claimed in claim 43, wherein said item combination presenting device accumulates as purchase recording information the purchase record of the item purchased by said terminal device, and the user attribute information representing the attribute of a user who purchases the item concerned.

45. The item combination presenting method as claimed in claim 42, wherein when user attribute information is input from said terminal device, said item combination presenting device detects purchase record information having the user attribute information meeting input user attribute information

from the purchase record information accumulated, and searches item information having a highly-frequent purchase record from the purchase record concerned.

46. The item combination presenting method as claimed in claim 42, wherein said item combination presenting device receives regulated target item information representing a target item regulated by a user which is input from said terminal device, and adds the regulated target item information received to the target item information accumulated to calculate the item combination arrangement information.

47. An item combination presenting system in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by said item presenting terminal device to a terminal device, and a terminal device for presenting the item combination proposal presented by said item combination presenting device to a user are connected to one another through a network, characterized in that: said item presenting terminal device includes first transmitting means for transmitting item information corresponding to information of items for which a combination is presented by said item combination presenting device, and item attribute information corresponding to attribute information containing a selection standard of the item; said item combination presenting device includes registering means for registering as

combination-presented items items transmitted from said first transmitting means of said item presenting terminal device, first receiving means for receiving the item information and the item attribute information transmitted by said first transmitting means of said item presenting terminal device, accumulating means for accumulating plural pieces of item information and item attribute information received by said first receiving means, plural pieces of target item information representing a target item to be arranged simultaneously with the items, and plural pieces of target item attribute information which are attribute information containing selection standards of the target item information, searching means for searching, in response to a request for specifying target item attribute information input from said terminal device, the target item information having the target item attribute information thus specified and the item information having the item attribute information contained in the target item attribute information from the target item information and the item information accumulated in said accumulation means, priority order determining means for determining a priority order so that an item registered by said registering means of said item combination presenting device whose registration charge is high in the items having the item information searched by the searching means is preferentially selected for an item combination to be presented, calculation means for calculating

item combination arrangement information when the item represented by the item information and the target item represented by the target item information are simultaneously arranged, on the basis of the item information and the space information searched by said searching means according to the priority order determined by said priority order determining means, and second transmitting means for transmitting the item combination arrangement information calculated by said calculating means to a terminal device; and said terminal device includes input means for receiving a request for specifying target item attribute information, second receiving means for receiving the item combination information transmitted from said second transmitting means of said item combination presenting device, and display means for displaying the item combination information received by said second receiving means.

48. The item combination presenting system as claimed in claim 47, wherein said calculating means of said item combination presenting device adds the item combination arrangement information calculated with item selling information for selling the item concerned on the network, and said terminal device includes item purchasing means for accessing the item selling information added to the item combination arrangement information to purchase the item.

49. The item combination presenting system as claimed



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52. The item combination presenting system as claimed in claim 47, wherein said priority order determining means of said item combination presenting device determines the priority order of the items registered in said registering means so that the items are preferentially adopted for the item combination to be presented to said terminal device in response to an access from said terminal device in a prescribed time band, and when an access is made from said terminal device in the prescribed time band, said calculating means calculates the item combination according to the priority order determined by said priority order determining means.

53. An item combination presenting method in which an item presenting terminal device for presenting items, an item combination presenting device for presenting an item combination proposal of items presented by the item presenting terminal device to a terminal device, and a terminal device for presenting the item combination proposal presented by the item combination presenting device to a user are connected to one another through a network, characterized in that: the item combination presenting device transmits item information corresponding to information on the items for which a combination is presented in the item combination presenting device, and item attribute information corresponding to attribute information representing selection standards of the item information; the item combination presenting device receives

the item information and the item information attribute information transmitted from the item presenting terminal device, registering as combination-presented item an item having the item information and the item attribute information received, accumulating plural pieces of item information and item attribute information received, plural pieces of target item information corresponding to information representing target items to be arranged simultaneously with the items, and plural pieces of target item attribute information corresponding to attribute information representing selection standards of the target item information, searches, in response to a request for specifying the target item attribute information input from the terminal device, the target item information having the specified target item attribute information and the item information having the item attribute information contained in the target item attribute information from the target item information and the item information accumulated, determining a priority order so that an item for which the highest registration charge is paid by the registering means of the item presenting device in the items having the searched item information is preferentially adopted for the item combination to be presented, calculating item combination arrangement information representing the simultaneous arrangement of the item information and the target item information according to the determined priority order on the basis of the item



information and the target item information searched, and transmits the item combination arrangement information thus calculated to the terminal device; and the terminal device receives the item combination information transmitted from the item combination presenting device and displays the item combination information thus received.

54. The item combination presenting method as claimed in claim 53, wherein said item combination presenting device adds the item combination arrangement information calculated with item selling information for selling the item concerned on the network, and said terminal device accesses the item selling information added to the item combination arrangement information to purchase the item.

55. The item combination presenting method as claimed in claim 54, wherein said item combination presenting device accumulates as purchase record information the purchase record of an item purchased by said terminal device and the user attribute information presenting the attribute of a user who purchases the item concerned.

56. The item combination presenting method as claimed in claim 53, wherein when user attribute information is input from said terminal device, purchase recording information having the user attribute information meeting the user attribute information input is detected from the purchase record information accumulated, and item information having a

highly-frequent purchase record is searched from the purchase record information.

57. The item combination presenting method as claimed in claim 53, wherein said item combination presenting device receives regulated target item information representing a target item regulated by a user, which is transmitted from said terminal device, and calculates the regulated target item information thus received.

58. The item combination presenting method as claimed in claim 53, wherein the item combination presenting method as claimed in claim 53, wherein said item presenting terminal device determines the priority order of the items registered so that the items are preferentially adopted for the item combination to be presented to said terminal device in response to an access from said terminal device in a prescribed time band, and calculates the item combination according to the determined priority order when an access is made from said terminal device in the prescribed time band.

59. An item information presenting method for presenting item information to a user, characterized in that prescribed item information is searched from plural pieces of item information, priorities are determined to item information to be presented to a user on the basis of predetermined attribute information of items when two or more pieces of item information are searched, and the item information of an item having a higher

priority than the item information an item having a low priority is specified on the basis of the priority order thus determined and presented to the user.